## ORDER

Orders Order / Rev: 102147 Alt Order #: 06815976 Product Desc: JOE HECK 4 CONGRESS Estimate: KSNV 2214 Flight Dates: 10/08/12 - 10/14/12 Primary AE: Amy McCreary Original Date / Rev: 05/24/12 / 07/25/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Placement, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 7669 Stagers Loop Billing Cycle: EOM/EOC Delaware, OH 43015 Agency Commission: 15%

Advertiser

Name:

Heck, Joe for Congress

A35+

Demographic: Product Codes:

PLC02

Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	86	\$39,075.00	\$33,213.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	86	\$39,075.00	\$33,213.75	0.00
Totals	86	\$39,075.00	\$33,213.75	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KSNV	37%	\$39,075.00		
Market	100%	\$105 608 11		

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Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,514.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,121.62
KTUD	0%	\$0.00
KVVU	16%	\$16,897.30
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

<u>L</u> r	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/08/12	10/12/12	M-F 5-6a WakeUp v	//Wa@M	5-6a	MTWTF	:30	5	\$200,003	0.00 NM	5	\$1,000.00
				M-F 5-6a WakeUp v	v/Wagners								
	NEWS			·	_								
	<u>Star</u>	<u>t Date</u> <u>E</u>	End Date	<u>Weekdays</u> S	pots/Week	<u>Rate</u>	Rating						
	Veek: 10/0	08/12 1	0/14/12	MTWTF~-	5	\$200.00	0.00						

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**KSNV** 

Order / Rev:

102147

06815976

Advertiser:

Estimate:

Heck, Joe for Congress

Alt Order #: Flight Dates:

**NEWS** 

Week: 10/08/12

Start Date

E 13 KSNV 10/08/12 10/12/12

End Date

10/14/12

Weekdays

MTWTF--

10/08/12 - 10/14/12

Product Desc:

JOE HECK 4 CONGRESS

2214

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount KSNV 10/08/12 10/12/12 M-F 5-6a WakeUp w/Wa@M 5-6a MTWTE :30 \$200.003 0.00 NM \$1,000,00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Spots/Week Weekdays Rating Rate Week: 10/08/12 10/14/12 MTWTE~~ \$200.00 0.00 E 2 KSNV 10/08/12 10/12/12 M-F 6-7a WakeUp w/WaQM :30 MTWTF--10 \$475.002 0.00 NM 10 \$4,750.00 M-F 6-7a WakeUp w/Wagners NEWS Start Date End Date Weekdays Spots/Week Rate Rating MTWTF~~ Week: 10/08/12 10/14/12 \$475.00 0.00E 3 KSNV 10/08/12 10/12/12 Today Show CM 658a-9am MTWTF~-:30 10 \$500.003 0.00 NM 10 \$5,000.00 **Today Show** TODAY Start Date End Date **Weekdays** Spots/Week Rate Rating MTWTF-Week: 10/08/12 10/14/12 \$500.00 10 0.00 M-F Today Show II 3rd H0M E 4 KSNV 10/08/12 10/12/12 9-10a MTWTF--:30 5 \$225.003 0.00 NM 5 \$1,125.00 M-F Today Show II TODAY II Weekdays Start Date **End Date** Spots/Week Rate Rating 10/14/12 MTWTF--Week: 10/08/12 5 \$225.00 0.00 E 5 KSNV 10/08/12 10/12/12 M-F Today Show III 4th IBM 10am-11am MTWTF--:30 5 \$175,003 0.00 NM 5 \$875.00 Today 4th Hour TODAY III Start Date End Date Weekdays Spots/Week Rating Rate MTWTF-Week: 10/08/12 10/14/12 \$175.00 0.00 E 6 KSNV 10/08/12 10/12/12 Noon News CM 12-1230pm MTWTF--:30 5 \$225,003 0.00 NM 5 \$1,125,00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 10/08/12 10/14/12 MTWTF--\$225.00 0.00 KSNV 10/08/12 10/12/12 Dr. Phil CM 3-4p :30 \$250.003 MTWTF--2 0.00 NM 2 \$500.00 Dr Phil PHIL End Date Start Date Weekdays Spots/Week Rate Rating MTWTF--Week; 10/08/12 10/14/12 \$250.00 0.00KSNV 10/08/12 10/12/12 CM M-F Early News 5-630p MTWTF--15 \$575.003 :30 0.00 NM 15 \$8,625.00 M-F Early News **NEWS End Date** Weekdays Start Date Spots/Week <u>Rate</u> Rating 10/14/12 Week: 10/08/12 MTWTF--\$575.00 0.00 15 E 9 KSNV 10/08/12 10/12/12 M-F Jeopardy CM 630-7pm MTWTF--:30 5 \$795.002 0.00 NM \$3,975.00 5 M-F Jeopardy JEP Spots/Week Start Date **End Date** Weekdays Rate Rating 10/14/12 MTWTF-Week: 10/08/12 \$795.00 0.00 5 E 10 KSNV 10/08/12 10/12/12 M-F Wheel CM 7-730pm MTWTF--:30 5 \$795.002 0.00 NM \$3,975.00 M-F Wheel of Fortune WHEEL Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating MTWTF--Week: 10/08/12 10/14/12 \$795.00 0.00 E 11 KSNV 10/08/12 10/12/12 Face to Face w/ RalstonCM 730-758pm MTWTF~~ :30 5 0.00 NM \$450.002 5 \$2,250.00 Face to Face w/ J.Ralston FACE Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/08/12 10/14/12 MTWTF--\$450.00 0.00 E 12 KSNV 10/08/12 10/12/12 M-F News 3 at Eleven CM 11pm-1135pm MTWTF--:30 \$575.003 0.00 NM 5 \$2,875.00 M-F News 3 at Eleven

Spots/Week

CM

Rate

\$575.00

1135p-1237a

Rating

0.00

MTWTF--

:30

3

\$275.002

0.00 NM

3

\$825.00

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Order / Rev:

102147

Advertiser: Product Desc:

Heck, Joe for Congress JOE HECK 4 CONGRESS

KSNV

Totals

86

\$39,075.00

Alt Order #: Flight Dates: 06815976

10/08/12 - 10/14/12

Estimate:

2214

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
•			The Tonight Show	W								
LENO			Tonight Show									
		End Data	\A/= =1l =	04-0511-	D-4-	Datte						
<u>ાં</u> Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$275.00	Rating 0.00						
E 14 KSNV		2 10/14/12	Sa-Su News 3 at	<del></del>			:30	2	<b>PEDE 002</b>	0.00 NB4	2	<b>#4.050.00</b>
E 14 NONV	10/13/1	2 10/14/12	Sa-Su News 3 at		11pm-1135p	HII55	:30	2	\$525.003	0.00 NM	2	\$1,050.00
NEWS			Oa-Ou News 5 al	Lievell								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	SS	2	\$525.00	0.00						
E15 KSNV	10/13/1	2 10/13/12	News 3 Sunrise -	SATURIM	6a-7a	S	:30	1	\$200.003	0.00 NM	1	\$200.00
			News 3 Sunrise	SATURDAY					,			<b>,</b>
NEWS												
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/	/08/12	10/14/12	S-	1	\$200.00	0.00						
E 16 KSNV	10/13/1	2 10/13/12	Saturday Today	CM	7a-9am	S-	:30	1	\$325.002	0.00 NM	1	\$325.00
			Saturday Today							1		
SAT TO												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	S-	1	\$325.00	00.00						
E 17 KSNV	10/14/1	12 10/14/12		CM	7a-8am	S	:30	1	\$250.004	0.00 NM	1	\$250.00
CUN T	2047		Sunday Today									
SUN TO		Fad Data	Ma Alceles es	C	D-4-	Dating						
<u>ان م</u> Week: 10	rt Date	End Date 10/14/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00						
E 19 KSNV			Sa-Su Early New		5pm-630pm	S-	:30		\$350,003	0.00 NM	4	<b>#</b> 0.50.00
E 18 KONV	10/13/1	12 10/13/12	Sa-Su Early New		apm-osopm	5-	.30	ı	\$35U.UU3	U.UU NIVI	1	\$350.00
NEWS			Ca-Ou Lany New	vo								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	5-	1	\$350.00	0.00						
					7110100							